

## **Winnebago Industries Reports Market Share Increase**

July 18, 2001

FOREST CITY, IOWA, July 18, 2001 - Winnebago Industries, Inc. today reported it further increased market share and is the recreation vehicle (RV) industry leader in total retail sales of Class A & C motor homes in calendar 2001.

According to Statistical Surveys, Inc., the RV retail registrations reporting firm, Winnebago Industries achieved market share of 19.5 percent of the total Class A & C market for the month of May and 18.4 percent calendar year to date through May. This compares to 18.8 percent for the month of May in 2000 and 17.2 percent year to date for calendar 2000 through May.

Winnebago Industries has been increasing its market share of Class A & C motor homes since 1997. "The increased market share for Winnebago Industries motor homes is due to a number of factors including our continued product innovation, quality manufacturing systems, experienced workforce, quality dealer network and strong brand recognition," said Winnebago Industries' Chairman, CEO and President Bruce Hertzke.